

Kubota Engine America

JOB TITLE: Marketing Specialist
DEPARTMENT: Sales I
REPORTS TO: Sr. Marketing Manager
FLSA STATUS: Non-Exempt

Job Description Summary

The Marketing Specialist will assist the Sr. Marketing Manager in developing marketing strategies to promote the company's products. Responsibilities include assisting in the creation of engaging content for various channels such as social media, email, and our website, as well as planning tradeshow and meetings, and managing distributor advertising. The Marketing Specialist will collaborate with other teams for a wide variety of projects.

Duties and Responsibilities

- Plan, coordinate, and implement special events and other meetings, conferences, trade shows and special projects
- Assist in the development of marketing materials, such as brochures and flyers and also includes printing and inventory control
- Manage the advertising COOP program which includes reviewing claim submissions from distributors ensuring all information is complete, accurate and stays within budget prior to processing the credit
- Create quarterly advertising COOP reports for distributors and set up meetings for review
- Manage and maintain the design and content of the KEA website; process back end updates/changes; coordinate contact us emails
- Extract and analyze KEA website analytics on a monthly basis
- Create monthly website analytic reports with any recommendations and insights found
- Maintain and manage the SharePoint MyKubota portal for Marketing.
- Create monthly marketing reports
- Create some design projects using Canva
- Manage promotional items on the KEA promotional item online shop including determining items to be offered, pricing, inventory levels and assist other departments in sourcing for their needs.
- Develop, implement and analyze metrics for enewsletters
- Create surveys and summarize results
- Maintain marketing expenses sheet throughout the year in order to track and stay on budget
- Assist with the annual operating budget preparation in relation to advertising, marketing and promotion
- Facilitating content for social media (Facebook, Instagram, LinkedIn, YouTube, Twitter, etc.)
- Assist with photo and video shoots
- Create monthly social media analytics and provide recommendations and insights found to improve
- Assist in creating presentations
- Assist with the creation of presentations for various meetings and events
- Stay updated on industry trends and competitor activities.
- Assist with market research and market analysis, communicate, organize, and maintain confidential information and material
- Inform Marketing Manager of all noteworthy activities
- Make copies, perform other clerical functions and duties as assigned
- Maintain an organized and secure work environment
- Support co-workers in other departments as needed
- Inform Manager of all noteworthy activities
- Follow safety guidelines and department and corporate policies and procedures

Authority

N/A

Job Knowledge, Skills, and Abilities

- Good organizational skills
- Strong attention to detail

Kubota Engine America

- Ability to work independently
- Ability to multi-task, establish priorities and meet deadlines, maintain a flexible attitude and approach towards assignments, and maintain a level of organization in a changing and fast paced environment
- Ability to comprehend a variety of instructions, both oral and written
- Ability to communicate in a professional manner
- Ability to be tactful and diplomatic in challenging situations
- Ability to maintain a high level of confidentiality
- Excellent presentation skills
- Strong and clear oral and written communication skills
- Excellent analytical skills
- Advanced knowledge of word processing, presentation and spreadsheet applications
- Knowledge of SharePoint
- Ability to work with social media management tools such as Sprout Social.
- Good analytical skills
- Working knowledge of Apple products and OS such as Mac Book Pro, iPad, iPhone, etc.
- Knowledge of Canva and graphic design software
- Ability to work in WordPress.
- Ability to travel approximately 15% of the time, possibly overnight, often with last minute notice; possible international travel.
- Strong team player
- Can work under pressure to tight deadlines
- Some SAP experience

Education and Training

- Bachelor's degree in marketing or related field

Physical Demands

- Sitting and walking for long periods of time with some stooping, bending, and reaching
- Dexterity to make fast, simple, repeated movements of the fingers, hands, and wrists
- Movement by holding, turning, and grasping of objects
- Ability to drive a car and travel by air
- Ability to hear normal conversations on phone or in person
- Ability to see more than 20 feet
- Ability to see color and see/read computer screen

Work Environment

- Work is performed in an office environment. Noise level is moderate
- Limited exposure to the warehouse. Limited exposure to temperature variations when shipping doors are open
- While traveling, will experience noise and comfort levels common to automobiles and airplanes

Tools and Equipment

- Computer and other general office equipment

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee: _____

Date: _____

Kubota Engine America

Supervisor/
Manager: _____

Date: _____